Business Recognition Program: Mariani's Inn & Restaurant February 24, 2004 7 p.m. City Council Meeting

Tonight we have the pleasure of recognizing an outstanding Santa Clara business, Mariani's Inn & Restaurant.

While the City has been recognizing the accomplishments of local businesses for many years, a more formal Business Recognition Program was established by the City Council near the end of 2003, upon the recommendation of a committee of the City Council, the Mission City 21 (Economic Development) Committee. The recognition program is a joint one with the Santa Clara Chamber of Commerce and Convention-Visitors Bureau, and we have with us tonight Steve Van Dorn of the Chamber/CVB who will also be making a presentation to Mariani's. This is the first use of the City's new, formalized business recognition program. The program recognizes the valuable contributions that all businesses make to the City of Santa Clara.

Mariani's restaurant has been a fixture on the El Camino Real since 1953.

The motel, now known as the inn, came along in 1955. These photographs are copied from early restaurant and motel brochures.

Here is another early view of the motel and people enjoying the California sunshine, with a much quieter version of the El Camino Real, seen in the background of the photograph, at right.





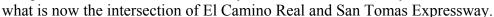
Many may remember the early motel sign shown here, with the neon swimmer in her swim cap diving into the pool. This was a fixture along the El Camino Real for many years, back when TV's and telephones in every motel room were considered a bonus, not a standard amenity! For many years Mariani's set the tone in the region as offering the latest in amenities.

The Mariani family history in California and this region goes back much farther. Jack Mariani came to California from Austria/Hungary in the early 1900s, an area later known as Yugoslavia and now Croatia. His family came from an island in the Adriatic Sea, and were fishermen and farmers, growing grapes. He came to this region to ply his trade as a cooper, or barrel maker. He was one of many Yugoslav immigrants who

came to this country at the height of the European migration, penniless and in search of a better life.

Jack was staying at a hotel in San Francisco, waiting to depart for Alaska where he intended to set up as a barrel maker, when the 1906 earthquake struck and the hotel collapsed around him. He was fortunate to survive with his life. The City of San Francisco emptied out quickly after the earthquake, and ships were scarce, so Jack came south to this region, the Santa Clara Valley, which in climate closely resembled the climate of the island where he had grown up.

Jack came to the Valley of Hearts Delight, as the Santa Clara Valley was known, and ...shortening what is a long and very interesting family history, he eventually purchased a tract of land from the Azevedo dairy family, which he transitioned to a prune and pear orchard. This former dairy land was in the vicinity of





The Mariani family likes to relate that when Grandpa Jack was born he plowed with a horse. In later years, Jack would say that he could plow in one day by tractor what used to take him a month with a horse! Seen here in 1979, a few years before he passed away, Jack Mariani lived a long and full life.



Jack Mariani's family became fairly well known ranchers, farmers, orchardists, and business entrepreneurs, eventually starting a packing company that still exists today. They also have been involved in banking, programs for at-risk children, service clubs assisting dozens of charities, educational institutions from elementary schools through college, and much more.

Mariani family members have served on the Board of the Santa Clara Chamber of Commerce, and been involved in the work of Chamber committees on behalf of the entire Santa Clara business community.

It is noteworthy that in 1974, when Lou Mariani Sr. was serving on the Santa Clara Chamber Board of Directors, he and Kay Hong, a local motel owner, contacted then-General Manager of the Chamber of Commerce, Betty Hangs, proposing a plan for a Convention-Visitors Bureau.



In 1975, the City signed on in support of the plan and funded Santa Clara's first Convention-Visitors Bureau. Lou Mariani Sr.'s foresight and suggestions for a CVB were excellent, in anticipation of the opening of Great America in 1976, and generally to bring hotel, restaurant and tourist business to this community to assist in building local amenities and generating local revenues.



We are here this evening to recognize Mariani's Inn & Restaurant which has been a fixture on the El Camino Real since 1953. The City and the Chamber appreciate our Santa Clara businesses and are proud to have Mariani's in Santa Clara.

We congratulate the entire Mariani family, and their employees, on their long and fruitful accomplishments in this community, all of which can be traced back to Jack Mariani, the barrel maker, who came to the Santa Clara Valley nearly 100 years ago, pushed south by the 1906 earthquake.

It was the best thing that could have happened to the region, and to this City. Congratulations on Mariani's Inn & Restaurant 50+ year's

of excellent service to the Santa Clara community.